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Message Text

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ACTION CU-04

INFO OCT-01 EA-09 ISO-00 /014 W
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R 150248Z DEC 76
FM AMEMBASSY MANILA
TO USIA WASHDC
INFO SECSTATE WASHDC 3914
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AMEMBASSY CANBERRA
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY SINGAPORE
AMEMBASSY TOKYO
AMEMBASSY WELLINGTON
AMCONGEN HONG KONG

UNCLAS MANILA 19376

USIA FOR IEA, ICS/DE, ICS/CL, IPS, IMV
SECSTATE FOR CU/EA
BANGKOK FOR PIPKIN
TOKYO FOR RPO KENDALL

E.O. 11652: NA
SUBJ: RP-05: AMERICAN INNOVATIONS IN MANAGEMENT

REF: A) CM 712-U, B) USIA 33076

SUMMARY: POST PLANNING MAJOR PROGRAM EFFORT DURING FIRST HALF 1977 TO EXPLAIN TANGIBLE MANAGEMENT BENEFITS ACCRUING FROM U.S. BUSINESS OPERATIONS IN ASIA. THIS CABLE LAYS OUT POST OBJECTIVES, PROPOSED AUDIENCES, PROJECT OUTLINE IN BRIEF, SUPPORT MATERIALS REQUIRED, POSSIBLE SPEAKERS.

PROGRAM OBJECTIVES: POST PLANS TO ADDRESS SPECIFIC PRACTICAL BENE-FITS PHILIPPINES CAN EXPECT TO CONTINUE RECEIVING FROM OPEN INTER-ACTION WITH U.S. BUSINESS. PROGRAM OBJECTIVES IN PRIORITY ORDER: 1) DEMONSTRATE MAJOR U.S. ACCOMPLISHMENTS IN MANAGEMENT; 2) POINT OUT POTENTIAL BENEFITS TO PHILIPPINES THROUGH IMAGINATIVE ADAPTA-TION, APPLICATION OF U.S. CONCEPTS IN ASIAN SETTING; 3) EXPLAIN IMPORTANT ROLE U.S. CORPORATION PLAY IN TRANSFER OF MANAGEMENT
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EXPERTISE TO DEVELOPING COUNTRIES; 4) ENGAGE BOTH GOVERNMENT

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LEADERS (POLICY MAKERS) AND CURRENT, FUTURE CORPORATE MANAGERS (OPERA
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TIONAL LEVEL MANAGERS) IN DIALOGUE ON ADAPTATION OF U.S. MANAGE-
MENT INNOVATIONS TO ASIAN CULTURAL, ECONOMIC MILIEU.

AUDIENCE: ARS GOVERNMENT LEADERS, PRIVATE BUSINESS EXECUTIVES, PROMINENT EDUCATORS AND MANAGEMENT SPECIALISTS, MANAGEMENT GRADUATE-STUDENTS WILL COMPRISE POST AUDIENCE. SPECIFIC INSTITUTIONS/GROUPS INCLUDE: 1) ASIAN INSTITUTE OF MANAGEMENT (AIM) FACULTY AND SENIOR MASTERS OF MANAGEMENT (M.M.) STUDENTS, 2) OFFICERS OF DEPARTMENT OF TRADE, NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY, DEVELTBMENT ACADEMY, HUMAN SETTLEMENTS COMMISSION, 3) BUSINESS EXECUTIVES FROM EXECUTIVE SUITE, BANCOM, PRIVATE DEVELOPMENT CORPORATION, 4) FACULTY, GRADUATE STUDENTS OF U.P. INSTITUTE OF PUBLIC ADMINISTRATION AND COLLEGE OF BUSINESS ADMINISTRATION, ATENEO AND DE LA SALLE COLLEGES OF BUSINESS ADMINISTRATION.

PROJECT OUTLINE: AIM WILL HOST ONE THIRD OF PROGRAM, TO DEVELOP CLOSE INTERACTION BETWEEN SPEAKERS, AIM FACULTY AND SENIOR STUDENTS, (MANY OF WHOM ARE MID-LEVEL GOVERNMENT OFFICIALS ON YEAR'S LEAVE AT AIM) AND POST OFFICERS. ONE THIRD WILL BE DIVIDED BETWEEN DAVAO, CEBU BUSINESS, GOVERNMENT, ACADEMIC LEADERS. FINAL THIRD, TJCC SYMPOSIUM SERIES, IN WHICH GENERAL AUDIENCE INCLUDING GOVERNMENT, PROFESSIONAL, ACADEMIC PEOPLE WILL EXCHANGE IDEAS AND PERSPECTIVES ON MANAGEMENT AND THE ROLE THAT U.S. INNOVATIONS CAN PLAY IN IMPROVING BUSINESS CONDITIONS IN THE PHILIPPINES. LATTER SERIES WILL BE ONE DAY A MONTH FOR FIVE, SIX MONTHS. TIMEFRAME IS FROM FEBRUARY TO MID-SUMMER, 1977.

POST WILL REQUEST ONE VOLUNTARY SPEAKER, RESIDENT FULBRIGHTER, OR REGIONAL AMSPEC PER MONTH FOR SIX PROGRAM DAYS EACH. SPEAKERS SHOULD ARRIVE ON A WEEKEND. THE AIM PROGRAM WILL BEGIN MONDAY MORNING AFTER TWO DAYS AT AIM SPEAKER WILL TRAVEL TO DAVAO AND/ OR CEBU FOR 36-48 HOURS. FINAL PROGRAM DAY, THURSDAY OR FRIDAY, WILL BE TJCC SYMPOSIUM. DEPENDING ON SPEAKER'S ETD, FRIDAY MIGHT PROVIDE TIME FOR POST PRODUCED VTR.

SUPPORT MATERIALS: POST WILL DEVELOP LOGO LETTERHEAD, GRAPHIC EXHIBITS AND VTRS (WHEREVER POSSIBLE) TYING THIS ONGOING PROGRAM TOGETHER. WOULD APPRECIATE RPO, ICS, OTHER AREA POSTS HELP ON UNCLASSIFIED

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MANAGEMENT FILMS, ARTICLE REPRINTS, SUGGESTIONS FOR PRESENTATION BOOKS, AND A BIBLIOGRAPHY (UP TO FIFTY TITLES) FOR POST LIBRARIES' MANAGEMENT RESERVE SHELF.

POSSIBLE SPEAKERS: FOLLOWING ARE NAMES OF POSSIBLE SERIES SPEAKERS: RICHARD JOHNSON, WENDELL FRENCH, ROBERT KESSNER, CHARLES STEILEN, HENRY A. SINGER, GUNTER DUFEY. TOPICS RANGE FROM MARKETING AND PROJECT MANAGEMENT TO ORGANIZATIONAL AND HUMAN RESOURCES

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DEVELOPMENT. IF ANY SPEAKERS AVAILABLE ON FOLLOWING TOPICS, POST WOULD WELCOME THEIR INCLUSION OR RUBSTITUTION FOR ABOVE SPEAKERS/ TOPICS: MANAGEMENT OF AGRI-BUSINESS, AIRLINES, SHIPPING INDUSTRY, URBAN SYSTEMS, COMMERCIAL/INVESTMENT BANKING. WOULD ALSO WELCOME SPECIALIST ON INTERMEDIATE TECHNOLOGY MANAGEMENT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MANILA19376
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760461-0403
From: MANILA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761241/aaaabjih.tel
Line Count: 121
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUN 2004 by williarl>; APPROVED <23 AUG 2004 by schwenja>
Review Markings:

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US Department of State
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04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: RP-05: AMERICAN INNOVATIONS IN MANAGEMENT
TAGS: OEXC, BGEN, RP
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006